IN THE CLAIMS:

Kindly amend the claims as follows:

1. (Currently amended) A method of marketing a marketable entity selected from a group consisting of goods and services, the method comprising the steps of:

   a. creating a digital data base controlled by a Provider;

   b. offering a potential reward to a first party in exchange for promotional assistance of the first party, the promotional assistance comprising assistance in a forwarding of a first e-mail message to a second party, the first e-mail message comprising a personalized referral for the marketable entity, and a first set of data comprising a first serial number and a first URL link;

   c. creating a first Web site corresponding to the first URL link, the first Web site providing information on the referenced marketable entity and an offer to transact for the referenced marketable entity;

   d. correlating the first set of data in the first e-mail message to a first set of database data within the database, including data within the database relating to the potential reward offered to the first party in exchange for promotional assistance; and

   e. forwarding the first e-mail message to a second party.

2. (Currently amended) The method of claim ~~Claim~~ 1 according to a Wholly Data Base process, the step of forwarding the first e-mail message to the second party being preceded by the steps of:

   a. forwarding an e-mail address of the second party by the first party to the data base of the Provider; and

   b. updating the data base according to the e-mail address of the second party, wherein the step of e-mailing the second party is performed by an automatic e-

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8   mail forwarding program associated with the data base.

1   3.   (Currently amended) The method according to <u>claim</u> ~~Claim~~ 2 wherein <u>the</u> step of

2   forwarding an e-mail address of the second party to the data base of the Provider is

3   performed through an e-mail field accessed through a Web browser.

1   4.   (Currently amended) The method according to <u>claim</u> ~~Claim~~ 2 wherein the step of

2   forwarding an e-mail address of the second party to the data base of the Provider further

3   comprises the step of forwarding an e-mail address of a third party to the data base of the

4   Provider.

1   5.   (Currently amended) The method of <u>claim</u> ~~Claim~~ 1 according to a Token Implementation

2   process wherein the step of forwarding the first e-mail message to the second party is

3   preceded by the steps:

4   a.   visiting the first Web site by the first party; <u>and</u>

5   b.   updating digital data selected from a group consisting of data within the data base

6   and data within the first e-mail message.

1   6.   (Currently amended) The method <u>according</u> ~~of~~ to <u>claim</u> ~~Claim~~ 5 wherein the first e-mail

2   message comprises a token in the form of a first icon, and the step of updating digital data

3   comprises the steps <u>of</u>:

4   a.   submitting the token to a field within the first Web site; and

5   b.   retrieving a new token from the Web site, the new token defined according to

6   updated data.

1   7.   (Currently amended) The method <u>according</u> ~~of~~ to <u>claim</u> ~~Claim~~ 6 wherein the step of

2 updating digital data comprises the steps of:

3 a. generating a second serial number; and

4 b. updating the data base to authenticate the second serial number.

1 8. (Currently amended) The method according of to claim ~~Claim~~ 1 according to an Instant

2 Forwarding With Tracking process wherein the step of forwarding the first e-mail

3 message to the second party comprises the steps of:

4 a. forwarding the first e-mail message from the first party to the second party; ~~and~~

5 b. forwarding an authenticating e-mail message from the first party to the Provider,

6   the authenticating message comprising a first serial number and an identifier of

7   the second party, the authenticating e-mail message thereby enabling the second

8   party to access the first Web site and transact for the marketable entity; and ~~.~~

9 c. adding the identifier of the second party to the data base.

1 9. (Original) The method according to claim 8 wherein the steps of forwarding the first e-

2 mail message to the second party and the step of forwarding the authenticating e-mail

3 message to the Provider are performed as the result of a single mail command initiated by

4 the first party.

1 10. (Original) The method according to claim 9 wherein the step of forwarding the

2 authenticating message is preceded by the step of entering an e-mail address of the

3 Provider into a field.

1 11. (Original) The method according to claim 10 wherein the identifier of the second party is

2 an e-mail address of the second party.

1   12.   (Original) The method according to claim 8 wherein the first serial number comprises a

2   unique e-mail address of the Provider.

1   13.   (Currently amended) The method according to claim Claim 1 wherein the step of offering

2   a potential reward to the first party is performed through a medium selected from a group

3   consisting of e-mail, Web site communication, FAX, pager, telephony, postal mail and

4   hand delivery.

1   14.   (Original) The method according to claim 1 wherein the first party is not limited to a

2   single process for forwarding the first message to the second party, the method selected

3   from a group consisting of an Instant Forwarding with Tracking process, a Token

4   Implementation process, and a Wholly Data Base process.

1   15.   (Currently amended) The method according to claim Claim 1 wherein the first URL link

2   is comprised of the first serial number, such that the first URL link is a unique URL

3   address associated with a uniquely defined privilege of Web access intended for a specific

4   party.

1   16.   (Currently amended) The method according to claim Claim 1 wherein the first URL link

2   is a general URL link to the first Web site, and wherein access to the first Web site is

3   secured by presentation of a serial number distinct from the first URL link.

1   17.   (Original) The method according to claim 1 wherein the first URL link is accessible

2   through a token in the form of a first icon visible in the message.

1   18.   (Original) The method according to claim 15 wherein the first e-mail message further

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2 comprises a second icon for accessing a second URL link, wherein the first URL link is

3 addressed to access information about the marketable entity and the second URL link is

4 addressed to access information about a rewards referral program.

1 19. (Currently amended) The method according to claim ~~clam~~ 1 further comprising the steps

2 of:

3 a. accessing the first Web site by the second party according to the first URL link

4 embedded in the first e-mail message;

5 b. transacting for the marketable entity by the second party; and

6 c. crediting the first party with a reward.

1 20. (Original) The method according to claim 17 wherein the step of transacting for the

2 marketable entity is performed online through a Web site.

1 21. (Currently amended) The method according to claim 18 further comprising the steps <u>of:</u>

2 a. ~~of~~ creating a credit account within the data base; and

3 b. recording the reward credited to the first party.

1 22. (Currently amended) The <u>method</u> ~~Method~~ according to claim 19 wherein the reward

2 credited to the first party in exchange for promotional assistance comprises a monetary

3 reward.

1 23. (Currently amended) The method according to claim 20 wherein the step of rewarding

2 the first party further comprises the steps <u>of</u>:

3 a. waiting a predetermined minimum time; and

4 b. electronically transferring the monetary reward into a reward target selected from

5   a group consisting of a bank account, checking account, creditor, savings account,

6   IRA, money market fund, and charity.

1 24.   (Original) The method according to claim 20 wherein the reward offered to the first party

2   in exchange for promotional assistance comprises a non-monetary reward.

1 25.   (Original) The method according to claim 22 wherein the non-monetary reward is

2   divisible among a plurality of parties being rewarded.

1 26.   (Original) The method according to claim 23 wherein the non-monetary reward is in the

2   form of credits which can be accumulated and redeemable for a variety of rewards.

1 27.   (Currently amended) The method ~~Method~~ according to claim 1 further comprising the

2   step of offering a potential reward to the second party in exchange for promotional

3   assistance.

1 28.   (Original) The method according to claim 25 wherein the offer of rewards to the first

2   party and the second party in exchange for promotional assistance is metered according to

3   a Limited Pyramid Metering algorithm, wherein the first party is granted a privilege of

4   forwarding a greater number of messages than the second party.

1 29.   (Original) The method according to claim 25 further comprising a step of forwarding a

2   second e-mail message comprising a referral for the marketable entity from the second

3   party to a third party.

1 30.   (Currently amended) The method according to claim 27 further comprising the steps of:

2   a.   creating a referral lineage within the data base; and

3   b.   storing identifiers of referring parties within the referral lineage.

1   31.   (Original) The method according to claim 28 further comprising the step of limiting an

2   aggregate reward per transaction according to a first rewards-limiting algorithm.

1   32.   (Original) The method according to claim 29 wherein the first rewards-limiting algorithm

2   is selected by a user from among a plurality of rewards limiting algorithms approved by

3   the Provider.

1   33.   (Original) The method according to claim 29 wherein the first rewards-limiting algorithm

2   is selected from a group consisting of a weighted rewards method, a maximum chain-

3   length method, a progressive rewards method, a coupon shelf-life method and a limited

4   pyramid metering method.

1   34.   (Original) The method according to claim 30 further comprising the steps of:

2   a.   accessing a Web site according to the URL link imbedded in the first e-mail

3   message;

4   b.   transacting for the marketable entity recommended in the message; and

5   c.   rewarding select referring parties with a reward according to the first rewards

6   limiting algorithm.

1   35.   (Currently amended) The method according to claim 30 further comprising the steps of:

2   a.   analyzing data in the data base; and

3   b.   modifying a referral rewards program.

1   36.   (Original) The method according to claim 32 wherein the step of analyzing data in the

2   data base is preceded by the step of storing referral reward data and transaction data in the

3   data base.

1   37.   (Original) The method according to claim 1 wherein the step of offering a reward to a

2   first party in exchange for promotional assistance is preceded by a step of transacting for

3   an original marketable entity.

1   38.   (Original) The method according to claim 34 wherein the marketable entity promoted by

2   the first party is related to the original marketable entity.

1   39.   (Original) The method according to claim 35 wherein the original entity is selected from

2   a group consisting of big-ticket goods, big-ticket services, speciality goods and specialty

3   services.

1   40.   (Currently amended) The method according to <u>claim</u> Claim 1 further comprising the step

2   of securing the database to authorized personnel only.

1   41.   (Currently amended) The method according to claim 37 further comprising the steps of :

2   a.   issuing a unique access code to each vendor whose goods or services are

3   represented within the data base; and

4   b.   granting vendors limited access to the data base.

1   42.   (Currently amended) The method according to <u>claim</u> Claim 37 wherein the step of

2   securing the data base comprises the steps <u>of</u>:

3   a.   promulgating a company wide policy prohibiting sale or exchange of the database

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4   ,   to other companies; and

5   b.   enforcing the company wide policy prohibiting sale or exchange of the database to

6   other companies.

1   43.   (Currently amended) The method according to <u>claim</u> 28 further comprising the steps <u>of</u>:

2   a.   attempting to access the first Web site by an entreating party; and

3   b.   evaluating authorization of the entreating party to access the first Web site.

1   44.   (Currently amended) The method according to claim 40 further comprising the steps <u>of</u>:

2   a.   determining that the entreating party lacks authorization for access to the first

3   Web site;

4   b.   denying the entreating party access to the first Web site; and

5   c.   displaying a message to the unauthorized visitor.

1   45.   (Original) The method according to claim 41 wherein the step of evaluating access

2   authorization comprises the step of examining data selected from a group consisting of

3   the referral lineage within the data table and an identifier of a visitor to the Web site.

1   46.   (Currently amended) A method of marketing a marketable entity selected from a group

2   consisting of goods and services comprising the steps <u>of</u>:

3   a.   transacting for a first marketable entity by a first party;

4   b.   offering a reward to a first party to assist in recommending a second marketable

5   entity substantially similar to the first marketable entity to a second party wherein

6   the recommendation results in a transaction; and

7   c.   forwarding an e-mail to a second party, the e-mail comprising a recommendation

8   for the second marketable entity and a URL link to a Web site.

1 47. (Original) The method according to claim 43 wherein the recommendation comprises a

2 discount for the second marketable entity.

1 48. (Currently amended) The method according to claim 43 further comprising the steps of:

2 a. accessing the Web site by the second party;

3 b. transacting for the second marketable entity; and

4 c. issuing a reward to the first party.

1 49. (Currently amended) The method according to claim 44 further comprising the steps of:

2 a. accessing the Web site by the second party;

3 b. offering a reward to the second party to assist in recommending recommending

4 the marketable entity to a third party wherein the recommendation results in a

5 transaction; and

6 c. issuing a reward to select parties according to a preferred rewards limitation

7 means.